

# E-BANKING ANALYSIS AND ITS ROLE IN CUSTOMER SATISFACTION AND ATTRACTION ( A CASE STUDY ON E.NBANK OF URMIA CITY )

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## ABSTRACT

Electronic banking (e-banking) is a tool whose appropriate, accurate and timely utilization can lead to a successful performance in a competitive world. In other words, expanding e-banking should be considered for realizing customer orientation and customer satisfaction. However, when different types of e-banking services are provided but their quality is not acceptable, not only the customers would not be satisfied but they would be complaining about them. Considering the fact that all the organizations are seeking to attract new customers and improve their satisfaction, this issue is a critical one particularly in banks since they have a constant contact with the customers. On the other hand, the competition among banks and loan institutions as well as other financial supplies is increasing. Hence, realizing a competitive advantage seems essential for the survival of the banks. Modern banking services, which are closely related to information and communication technology, are among the most important factors in realizing competitive advantage for the banks and attracting new customers and increasing their satisfaction. In this study, using the field research method, we investigate the relationship between the usage of electronic services and satisfaction as well as attracting new customers in different branches of Eqtesade Novin Bank in Urmia.

**Keywords:** *Electronic Banking, customer satisfaction, customer attraction.*

## 1. INTRODUCTION

With the increasing spread of information technology (IT), all the aspects of human life have fundamentally changed so that the modern world is in the course of a complete alteration. It can be said that the current industrial world have to embrace this change and being constant will cause interference in social, political and economic relationships of the individuals in a community or even in the international relations arena. Developing or lack thereof information technology in some societies has caused interference with the relations or the increase of relations among some countries. Modern communication technologies have conquered time and space dimensions and have changed the modern world into a global village so that it seems the modern human being has entered another world. During the two last decades of the twentieth century, three important innovations; namely fax, cellphone and the internet, have shown that how the expansion of communication can change the service industry and the daily life routines of people.

Advancement in information and communication technologies (ICT) has both improved the supply of services and decreased the service costs. The impact of information and communication technology (ICT) in the field of trade and commerce has led to structural alterations in global trade as well as the emergence of a phenomenon called e-commerce, a process in which all the products will be exchanged through communicative or computerized connection networks or both of them. For instance, the internet, as a new channel for economic exchange, has provided the organizations with new resources for income generation and different opportunities and the volume of exchanges through internet is increasing on a daily basis and the companies avoiding this technology will soon be vanished from the face of the market arena.

With the development of electronic systems, geographical distance has lost its meaning, which has led to an increasing competition among different companies and institutions including the banks. In order to reach the potential opportunities of the market and to overcome the different barriers and threats present in the complex business environment, the banks should possess competitive advantage. The electronic banking system is a context for reaching this competitive advantage.

Nowadays, many banks in the global arena provide electronic services and an increasing majority of the customers tend to do their banking activities through electronic systems and without actually going to the bank branches. Using electronic banking services, the customers of the banks would be able to do their banking activities when and where they please and the banks will also enjoy lower operational costs due to the decrease in the number of staff and branches.

In fact, it can be said that using electronic banking in daily activities is no longer a matter of choice; rather it is unavoidable.

### **1.1 Problem Statement**

In the information age, electronic commerce (e-commerce) has extensively spread in many countries and the traditional business model has significantly been altered in a way that in order to exchange money and credit it is inherently reliant on e-banking. During the last decade, in Iran's banking system extensive efforts have been carried out to use electronic payment systems whose result is the provision of useful e-banking services and the utilization of credit cards.

In the course of these efforts, measures such as establishing other electronic payment systems including banking cards and electronic accounts have been also implemented. In general, all these changes and alterations in today's banking industry are to provide better service for the customers and electronic banks can play a valuable role in this regard (Ali Farhadi Mahali and Mahmoud Farhadi Mahali, 2012).

In modern banking practices, explaining the services of the bank, particularly e-banking services, is a must and the customers have the right to know the banking services through public media. Hence, in order for the banks to be efficient, they have to acquire sufficient information on the customers, understand their tastes and needs and expand their relations with the customers. Therefore, they have to compete fiercely in the market and in the current study it has been tried to extensively use the advantages of electronic banking for attracting more customers.

### **1.2 Methodology**

The current paper is an applicable study regarding its objectives and its results can be useful in governmental and private banks in Urmia City District. Moreover, the current paper is a descriptive-survey and correlative research regarding its nature. In order to gather the required data in this study, the library research method including books, magazines, Persian and foreign articles, dissertations and internet as well as the field study method including a questionnaire have been used to be able to test the study's hypotheses. In order to gather and organize the obtained data, the SPSS software application has been used for processing the data and the findings have been presented and analyzed in different tables.

### **1.3 The Necessity of the Study**

In recent years, information and communication technology has had the highest impact on economic, social and cultural fields. Hence, nowadays, using computers, communication networks and the rapid growth of the World Wide Web, a revolution has happened in the commercial arena and regarding the supply of business services, which is called electronic commerce (e-commerce). Since one of the main components of expanding e-commerce is the electronic financial transactions and performing these activities is now possible using the banking network, having an updated electronic banking system is necessary.

### **1.4 The Main Objective of the Study**

Investigating the relationship between electronic service usage and satisfaction and attraction of customers in branches of Eqtesade Novin Bank in Urmia City is the main objective of the current study.

#### **1.4.1 Secondary Objectives of the Study**

1. Investigating the relationship between e-banking services and accuracy in performing tasks in branches of Eqtesade Novin Bank in Urmia City.
2. Investigating the relationship between e-banking services and decreasing the costs exerted on the customers in branches of Eqtesade Novin Bank in Urmia City
3. Investigating the relationship between e-banking services and increasing the speed of responsiveness in branches of Eqtesade Novin Bank in Urmia City.
4. Investigating the relationship between e-banking services and the volume of provided services for the customers in branches of Eqtesade Novin Bank in Urmia City.

### **1.5 The Main Hypothesis of the Study**

There is a significant relationship between the usage volume of e-banking services in different branches of Eqtesade Novin Bank in Urmia City with the satisfaction and attraction of the customers.

### **1.6 Secondary Hypotheses of the Study**

1. The status of e-banking services in branches of Eqtesade Novin Bank in Urmia City is higher than average.

2. There is a significant relationship between the preferences of Internet Bank over visiting the bank in different branches of Eqtesade Novin Bank in Urmia City.

2.1. There is a significant relationship between accuracy in performing e-banking services and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.2. There is a significant relationship between reducing costs and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.3. There is a significant relationship between the speed of performing banking services and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.4. There is a significant relationship between increased security and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.5. There is a significant relationship between increasing the variety of e-banking services and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.6. There is a significant relationship between the user-friendly nature of banking services and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

2.7. There is a significant relationship between easy access to banking services and attracting customers in different branches of Eqtesade Novin Bank in Urmia City.

### 1.7 Previous Studies in Other Countries

In a study carried out by some of the professors in the Multimedia University of Malaysia, expanding communication technologies had been reported as the driving force and the main factor of extensive alterations in the banking sector of Malaysia. The result of this change was shown to be the widespread usage of modern banking services such as ATMs, telephone banks and home banking services. These extensive changes had been carried out for increasing the satisfaction of the bank customers. Among the mentioned services, the highest usage was for the ATMs and the lowest usage was for telephone banking services. Based on the studies of these researchers, internet banking is not yet implemented in Malaysia; however, it seems that the government is trying to pave the way for the implementation of such services (Krishnan Guru et al., 2004).

Some of the professors at Dubai University compared the banking systems of Jordan with that of the United States to investigate internet banking services and determined the main differences between the applications of Jordanian and American banking networks. This study clearly shows the difference between banking systems of developing countries and developed countries. The findings of this study relate the difference between these two systems to the method of providing different services in these banks' websites. American banks provide banking services, investment opportunities, buying shares, paying bills, financial computations and so on. On the other hand, banks in Jordan suffer great weaknesses in this regard (John Evans et al., 2004).

In a study carried out in Oman, 225 participants answered questionnaires regarding the acceptance and application of modern banking methods including internet banking services. The results of this study indicate that traditional and old habits of individuals, lack of governmental support, the weakness of communication systems and the low speed of the network are among the main barriers for expanding the novel banking methods in Oman (Imtiyaz Al-sabbagh et al., 2004).

### 1.7 Previous Studies in Iran

Alahyari Fard in a study entitled "electronic banking services and their operational requirements in comparison to operational cost of different banking services" investigated e-banking methods (internet, intranet and mobile) and calculated the final cost of services in a variety of banking systems in Iran. Based on the results of this study, it can be said that the time duration required for performing each transaction in internet and intranet banking has decreased significantly in comparison to traditional banking (Alahyari, 2003).

In another study in the research office of Sepah Bank entitled "savings of applications of e-banking in traditional banking" the authors comparatively investigate the time savings induced by paying utility bills in Tehran City using ATMs and the physical branch (e-banking and traditional banking). Based on the obtained results, when these bills are paid through ATMs we can expect roughly 894526 hours or 111816 working days or 372 working year of time savings (Sepah Bank's Research Office, 2003).

Beikzad et al. (2009) in a study entitled "investigating the quality of e-banking services and the electronic satisfaction of customers in Agricultural Bank of Iran" proposed the Zeithaml model which defines the quality of electronic services as a seven-dimensional phenomenon (efficiency, order supply, reliability, privacy, responsiveness, compensation and contact) and they measure the impact of these dimensions on customer satisfaction. Finally, they conclude that there is a significant relationship between these seven factors and customer satisfaction (Beikzad and Molavi, 2009).

In a study entitled “electronic banking and its impact on the factors affecting customer satisfaction” it is reported that information technology has significantly and uniquely changed all the sectors of the society. The banks, as one of the most important economic sectors in societies, are no exception. The results of this study show that there is a significant relationship between expanding the usage of e-banking services and customer satisfaction (Habib Pour Asad, 2001).

In another study entitled “investigating the effects of different components of e-banking services on attracting customers, case study of Saderat Bank in Mazandaran Province”, it has been argued that the increasing growth and spread of information and communication methods have caused a grave revolution in different aspects of human life and the performance of the organizations. The emergence of e-banking is one of the most prominent results of the expansion of information technology in the economic sector. E-banking involves using advanced software, hardware and communication technologies for exchanging resources and financial information in an electronic manner, which decreases the need for the physical presence of customers in banks (Abas Salehi Mellah, 2012).

Airi et al. (2012) in a study entitled “investigating the relationship between effective factors on using e-banking and the satisfaction of customers in branches of Refah Bank in Golestan Province” argue that this study has been carried out to investigate the relationship between effective factors on using e-banking and the satisfaction of customers in branches of Refah Bank in Golestan Province. This study is a correlative study and the results of the study using Pearson’s Correlative test show that there is a positive relationship between using e-banking and its components including usefulness, ease of use, security and quality of internet connection with customers’ satisfaction. However, there is no relationship between enjoying e-banking and understanding it with customers’ satisfaction. The results obtained from regression analysis show that the two factors of security and ease of use in e-banking predict customer attraction (Jafar Airi et al., 2012).

## 2. DETAILS OF THE STUDY

### A. Statistical Population and Determining the Sample Size

The statistical population involves a set of units which share at least on common trait and it is usually denoted by N (Nezhad Irani et al., 2012). The statistical population of the current study includes the permanent staff, currently working in governmental organizations of Urmia City District. Based on the obtained information the number of the customers in Eqtesade Novin Bank in Urmia City is 8327 people.

In this study, in order to ensure the sufficiency of the sample size, the Cochran’s sampling formula is used for determining the sample size.

Cochran’s Formula

$$n = \frac{N \left( z \frac{\alpha}{2} \right)^2 Pq}{Nd^2 + \left( z \frac{\alpha}{2} \right)^2 Pq}$$

N: the number of statistical population

Z: Value of standard normal distribution which is determined based on the confidence level. In this study the confidence level is 95%.

P: An estimation of the ratio of the population having the desired characteristic of the study (here 0.5).

Q: An estimation of the ratio of the population not having the desired characteristic of the study (here 0.5).

D: The error level which is considered here to be 5%.

T: Degree or coefficient of 95% confidence (here 1.96)

Calculating the Statistical Sample Size (d=0.05; Q=0.5; P=0.5; N=8327; t=1.96; z=0.95):

$$n = \frac{8327(1.96)^2 \times 0.5 \times 0.5}{8327(0.05)^2 + (1.96)^2 \times 0.5 \times 0.5} \approx 367$$

Hence the sample size equals 367.

The sample size is presented in Table 1.3. In order to increase the probability of participants answering the questionnaires, based on the sample size of branches of Eqtesade Novin Bank in Urmia City and the following table, the researcher has used 400 questionnaires and after collecting the questionnaires and removing the questionnaires not suitable for the study, 367 questionnaires will be chosen as the sample of the study.

Table 1: BRANCHES OF THE BANK AND THE RATIO OF THE SELECTED SAMPLE

No.	Branches of Eqtasade Novin Bank	No. of Customers	The ratio of the number of customers to total statistical population in percent	Selected sample size
1	Sardaran Branch	5671	68	250
2	Barq Intersection Branch	2656	32	117
Total		8327	100	367

## 2.1 Descriptive Statistics Related to the Research Variables

Table 2: OBTAINED STATISTICS FOR THE VARIABLES THROUGH THE QUESTIONNAIRE

	banking aspects	preferring internet bank	accuracy	cost reduction	increasing speed	increasing security	increasing variety	ease of services	ease of access
No.	367	367	367	367	367	367	367	367	367
Average	3.9973	4.9428	4.07629	3.61580	3.97820	3.40054	3.92371	3.9700	4.88011
deviation of mean	0.08615	0.07030	0.092603	0.086749	0.084620	0.088250	0.083023	0.11429	0.052818
medium	4.0000	5.0000	4.0000	3.0000	4.0000	3.0000	4.0000	3.0000	5.00000
mode	4.00	5.00	2.000	2.000	3.000	2.000	3.000	2.000	5.000
SD	1.65047	1.34672	1.774026	1.661874	1.621092	1.690636	1.590498	2.18956	1.011849
Variance	2.724	1.814	3.147	2.762	2.628	2.858	2.530	4.794	1.024
skewness	0.734	0.294	0.743	0.934	0.759	1.313	0.761	1.056	0.879
SD of skewness	0.127	0.128	0.127	0.128	0.127	0.127	0.127	0.127	0.127
rating	8.00	7.00	8.000	7.000	7.000	8.000	7.000	8.00	6.000
minimum	5.00	19.00	3.000	2.000	3.000	4.000	3.000	6.00	15.000
maximum	10.00	32.00	8.000	6.000	7.000	9.000	8.000	14.000	26.000

### 2.1.1 Independent Variable: Aspects of Banking Services

Table (2) presents the frequency and distribution percentage of the answers to the questions related to the aspects of electronic banking. The average equals 4.9428, the medium equals 5.0000, the mode equals 5.00, the standard deviation equals 1.34672 and the variance equals 1.814.

### 2.1.2 Independent Variable: Preferring Internet Bank over Visiting the Bank

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to the preference of internet bank show that the average equals 4.07629, the medium equals 4.00000, the mode equals 2.000, standard deviation equals 1.774026 and the variance equals 3.147.

### 2.1.3 Independent Variable: Increasing Accuracy in Performing Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to increasing accuracy show that the average equals 3.61580, the medium equals 3.00000, the mode equals 2.000, standard deviation equals 1.661874 and the variance equals 2.762.

### 2.1.4 Independent Variable: Decreasing the Cost of Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to decreasing the cost show that the average equals 3.97820, the medium equals 4.00000, the mode equals 3.000, standard deviation equals 1.621092 and the variance equals 2.628.

### 2.1.5 Independent Variable: Increasing the Speed of Performing Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to increasing speed show that the average equals 3.40054, the medium equals 3.00000, the mode equals 2.000, standard deviation equals 1.69.636 and the variance equals 2.858.

### 2.1.6 Independent Variable: Increasing Security in Performing Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to increasing security show that the average equals 3.92371, the medium equals 4.00000, the mode equals 3.000, standard deviation equals 1.590498 and the variance equals 2.530.

### 2.1.7 Independent Variable: Increasing the Variety of Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to increasing the variety show that the average equals 3.9700, the medium equals 3.0000, the mode equals 2.00, the standard deviation equals 2.18956 and the variance equals 4.794.

### 2.1.8 Independent Variable: Ease of Performing Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to ease of performing banking services show that the average equals 3.9973, the medium equals 4.0000, the mode equals 4.00, the standard deviation equals 1.65047 and the variance equals 2.724.

### 2.1.9 Independent Variable: Easy Access to Banking Services

Based on Table (2), distribution frequency and percentage of the answers given to the questions related to easy access to banking services show that the average equals 4.88011, the medium equals 5.00000, the mode equals 5.000, the standard deviation equals 1.011849 and the variance equals 1.024.

## 2.2 Evaluating the Normality of Variables

In order to use statistical techniques, at first we should establish whether the obtained data have a normal distribution or not. Since if the obtained data have a normal distribution, we can use parametric tests (e.g. Pearson's) for testing the research hypotheses; otherwise we should use non-parametric statistical tests (e.g. Spearman's). To do this, the results obtained from Kolmogorov-Smirnov test for each one of the dependent and independent variables of the study are presented. Based on the obtained results, appropriate tests for evaluating the research hypotheses will be selected.

Kolmogorov-Smirnov test (goodness of fit test)

$$\begin{cases} H1 \text{ The data for the } i \text{ variable have a normal distribution} \\ H0 \text{ The data for the } i \text{ variable do not have a normal distribution} \end{cases}$$

Based on the results presented in Table (3), if the significance level is higher than (0.05), then the first hypothesis (H1) is confirmed and if the significance level is lower than (0.05) then the null hypothesis (H0) will be confirmed. On the other hand, if the Z statistic of the Kolmogorov-Smirnov test is lower than 1.96, the H1 hypothesis will be confirmed. Hence, based on Table (3), with a high confidence we can say that the variables of the study, except for ease of performing banking services, have a normal distribution.

**Table 3: KOLMOGOROV-SMIRNOV TEST FOR DETERMINING THE NORMALITY OF INDEPENDENT VARIABLES**

Variables	Easy access	Ease of services	Increasing variety	Increasing security	Increasing speed	Reducing costs	Accuracy	Preferring internet bank
No. of data	367	367	367	367	367	367	367	367
Kolmogorov Z	0.095	2.091	1.108	1.131	1.102	1.126	1.130	0.149
Significance level	0.120	0.007	0.103	0.060	0.110	0.104	0.062	0.112
Normality	Normal	Not normal	Normal	Normal	Normal	Normal	Normal	Normal

As the data presented in the above table show:

The preference of internet bank over visiting the bank has a normal distribution since the Kolmogorov Z statistic (0.149) is lower than 1.96 or the significance level (0.112) is higher than 0.05.

The accuracy in performing banking services has a normal distribution since the Kolmogorov Z statistic (1.130) is lower than 1.96 or the significance level (0.062) is higher than 0.05.

The reducing cost has a normal distribution since the Kolmogorov Z statistic (1.102) is lower than 1.96 or the significance level (0.104) is higher than 0.05.

Increasing the speed of providing services has a normal distribution since the Kolmogorov Z statistic (0.711) is lower than 1.96 or the significance level (0.693) is higher than 0.05.

Increasing the security of services has a normal distribution since the Kolmogorov Z statistic (1.131) is lower than 1.96 or the significance level (0.060) is higher than 0.05.

Increasing the variety of services has a normal distribution since the Kolmogorov Z statistic (1.108) is lower than 1.96 or the significance level (0.103) is higher than 0.05.

Ease of performing services does not have a normal distribution since the Kolmogorov Z statistic (2.091) is higher than 1.96 or the significance level (0.007) is lower than 0.05.

Easy access to e-banking services has a normal distribution since the Kolmogorov Z statistic (0.095) is lower than 1.96 or the significance level (0.120) is higher than 0.05.

As can be seen from the above table as well as the presented explanations, except for the variable of ease of performing banking services, the hypothesis for the normality of the obtained data is confirmed. Regarding the data having a normal distribution, Pearson's Correlation test and regarding the data not having a normal distribution Spearman's Correlation test will be used. Accordingly and considering the normality of all the research variables, except one of them, we will use Spearman's and Pearson's Correlative Tests for evaluating the research hypotheses.

### 2.3 Testing Research Hypotheses

Evaluating the First Main Hypothesis: the preference of e-banking aspects in the branches of Eqtesade Novin Bank in Urmia City is higher than average.

$$\left\{ \begin{array}{l} H1: \text{The preference of e - banking aspects over visiting the bank in branches of} \\ \text{Eqtesade Novin Bank in Urmia City is higher than average} \\ H0: \text{The preference of e - banking aspects over visiting the bank in branches of} \\ \text{Eqtesade Novin Bank in Urmia City is not higher than average} \end{array} \right.$$

In order to evaluate the above hypothesis, the average test for a population is utilized. This test is used for quantitative variables in cases of determining the impact or lack thereof of a variable in the desired circumstance. Hence, there is a variable and for answering it, the single-sample t-test has been used. The scores are between 1 and 5. Hence, the average level of preferring internet bank over visiting the bank is considered to be equal to 3 which is the average value of the variable. If the average value of the variable is higher than 3, then it indicates that the preference of e-banking aspects over visiting the bank is higher than the average and if the average value is lower than 3, it indicates that the preference of e-banking aspects over visiting the bank is lower than the average.

Table 4: DESCRIPTIVE STATISTICS RELATED TO TESTING THE HYPOTHESIS OF PREFERENCE OF E-BANKING ASPECTS

	No.	Average	SD	Deviation of average
E-banking aspects	367	4.94	1.34	0.070

Table (4) presents the descriptive statistics for the above hypothesis which indicate that among 367 participants, the average is 4.94, the standard deviation is 1.34 and the average deviation is 0.070.

Table 5: INFERENTIAL STATISTICS RELATED TO TESTING THE HYPOTHESIS OF PREFERRING E-BANKING ASPECTS OVER VISITING THE BANK

Value of the Test= 3						
	T statistic	Degree of freedom	Significance level	Average difference	Confidence range	
					Lower limit	Upper limit
Preference of e-banking aspects over visiting the bank	27.695	364	0.000	1.950	1.812	2.089

Based on the results in Table (5), the obtained significance level is 0.000 which is lower than  $\alpha= 0.05$  and the calculated average equals 4.94 which is higher than the expected average (3) which show that the H1 hypothesis is confirmed and the preference of e-banking over visiting the bank is higher than the average level.

**2.3.1 Pearson’s Correlation Analysis**

Correlation analysis is a statistical tool for determining the type and degree of the relationship between a quantitative variable with another quantitative variable. Correlation coefficient is one of the criteria used in determining the correlation between two variables. Correlation coefficient indicates the intensity of the relationship as well as its type (direct or inverse) between two variables. This coefficient varies between -1 and 1 and if there is no relationship between the two variables, this coefficient will be equal to zero. Pearson’s correlation coefficient (r) is a parametric method and it is used for data having a normal distribution or a high number of data. Based on Pearson’s test, the value of *sig* for all the variables is lower than 0.05; hence, there is a significant relationship between independent and dependent variables. Therefore, all the hypotheses will be confirmed.

**Testing the Second Main Hypothesis:**

There is a significant relationship between preferring internet bank over visiting the bank and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

- H1: There is a significant relationship between preferring internet bank over visiting the bank and attracting customers in branches of Eqtesade Novin Bank in Urmia City
- H0: There is no significant relationship between preferring internet bank over visiting the bank and attracting customers in branches of Eqtesade Novin Bank in Urmia City



Table 6: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN PREFERRING INTERNET BANK OVER VISITING THE BANK AND ATTRACTING CUSTOMERS

		preferring internet bank over visiting the bank	attracting customers
preferring internet bank over visiting the bank	Pearson correlation coefficient	1	417%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	417%	1
	Two-way significance level	0.000%	
	No.	367	367

media, As can be seen from Table (6), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level ( $\alpha=0.01$ ) and also based on the fact that the calculated Pearson’s (r) which is 417% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between the preference of internet bank over visiting the bank and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing the Hypothesis (2.1)**

There is a significant relationship between accuracy in performing e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

- H1: There is a significant relationship between accuracy in performing e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**
- H0: There is no significant relationship between accuracy in performing e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**

Table 7: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN ACCURACY IN PERFORMING E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		accuracy in performing e-banking services	attracting customers
accuracy in performing e-banking services	Pearson correlation coefficient	1	188%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	188%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (7), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level ( $\alpha=0.01$ ) and also based on the fact that the calculated Pearson’s (r) which is 188% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between the accuracy in performing e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.2):**

There is a significant relationship between decreasing costs in e-banking and attracting customers in branches of Eqtesade Novin Bank in Urmia.

$\left\{ \begin{array}{l} H1: \text{There is a significant relationship between decreasing costs in e – banking} \\ \text{and attracting customers in branches of Eqtesade Novin Bank in Urmia} \\ H0: \text{There is no significant relationship between decreasing costs in e – banking} \\ \text{and attracting customers in branches of Eqtesade Novin Bank in Urmia} \end{array} \right.$

Table 8: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN REDUCING THE COSTS OF E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		decreasing costs in e-banking	attracting customers
decreasing costs in e-banking	Pearson correlation coefficient	1	299%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	299%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (8), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level (a=0.01) and also based on the fact that the calculated Pearson’s (r) which is 299% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between reducing the costs of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.3):**

There is a significant relationship between increasing the speed of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

$\left\{ \begin{array}{l} H1: \text{There is a significant relationship between increasing the speed of e – banking} \\ \text{services and attracting customers in branches of Eqtesade Novin Bank in Urmia} \\ H0: \text{There is no significant relationship between increasing the speed of e – banking} \\ \text{services and attracting customers in branches of Eqtesade Novin Bank in Urmia} \end{array} \right.$

Table 9: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN INCREASING THE SPEED OF E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		increasing the speed of e-banking services	attracting customers
increasing the speed of e-banking services	Pearson correlation coefficient	1	267%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	267%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (9), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level (a=0.01) and also based on the fact that the calculated Pearson’s (r) which is 267% it can be concluded that H1 is confirmed and H0 is rejected. As can be

seen, in the 99% confidence level, there is a significant relationship between increasing the speed of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.4):**

There is a significant relationship between increasing the security of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

- H1: There is a significant relationship between increasing the security of e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**
- H0: There is no significant relationship between increasing the security of e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**

Table 10: SPEARMAN’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN INCREASING THE SECURITY OF E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		increasing the security of e-banking services	attracting customers
increasing the security of e-banking services	Spearman correlation coefficient	1	372%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Spearman correlation coefficient	372%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (10), in the two-domain significance level, the significance level of Spearman’s test (r) equals 0.000 and this is lower than the minimum standard significance level (a=0.01) and also based on the fact that the calculated Spearman’s (r) which is 372% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between increasing the security of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.5):**

There is a significant relationship between increasing the variety of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

- H1: There is a significant relationship between increasing the variety of e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**
- H0: There is no significant relationship between increasing the variety of e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**

Table 11: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN INCREASING THE VARIETY OF E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		increasing the variety of e-banking services	attracting customers
increasing the variety of e-banking services	Pearson correlation coefficient	1	214%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	214%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (11), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level (a=0.01) and also based on the fact that the calculated Pearson’s (r) which is 214% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between increasing the variety of e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.6):**

There is a significant relationship between ease of performing e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

- H1: There is a significant relationship between ease of performing e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**
- H0: There is no significant relationship between ease of performing e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**

Table 12: PEARSON’S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN EASE OF PERFORMING E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		ease of performing e-banking services	attracting customers
ease of performing e-banking services	Pearson correlation coefficient	1	294%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	294%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (12), in the two-domain significance level, the significance level of Pearson’s test (r) equals 0.000 and this is lower than the minimum standard significance level (a=0.01) and also based on the fact that the calculated Pearson’s (r) which is 294% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between ease of performing e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

**Testing Hypothesis (2.7):**

There is a significant relationship between easy access to e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia.

- H1: There is a significant relationship between easy access to e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**
- H0: There is no significant relationship between easy access to e – banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia**

Table 13: PEARSON'S TEST (R) FOR DETERMINING THE CORRELATION BETWEEN EASY ACCESS TO E-BANKING SERVICES AND ATTRACTING CUSTOMERS

		easy access to e-banking services	attracting customers
easy access to e-banking services	Pearson correlation coefficient	1	306%
	Two-way significance level		0.000%
	No.	367	367
attracting customers	Pearson correlation coefficient	306%	1
	Two-way significance level	0.000%	
	No.	367	367

As can be seen from Table (13), in the two-domain significance level, the significance level of Pearson's test (r) equals 0.000 and this is lower than the minimum standard significance level ( $\alpha=0.01$ ) and also based on the fact that the calculated Pearson's (r) which is 306% it can be concluded that H1 is confirmed and H0 is rejected. As can be seen, in the 99% confidence level, there is a significant relationship between easy access to e-banking services and attracting customers in branches of Eqtesade Novin Bank in Urmia City.

### 3. CONCLUSIONS

Based on the obtained results from testing the main hypothesis of the study using single-sample t-test it is clear that the aspects of e-banking services in branches of Eqtesade Novin Bank in Urmia City are higher than the average level. Furthermore, using Pearson's and Spearman's Correlation tests, the research hypotheses were confirmed and it was determined that there was a positive significant relationship between e-banking and its aspects and attracting customers in branches of Eqtesade Novin Bank in Urmia City District.

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